

Hollywood
Property Owners
Alliance

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Kerry Morrison
Executive Director



August 6, 2015

TO: Miranda Paster, Office of the City Clerk

FROM: Kerry Morrison, Executive Director, HPOA

SUBJECT: Second Quarter Report April 1, 2015 through June 30, 2015

Hollywood Property Owners Alliance

1680 Vine Street, Suite 414

Hollywood, CA 90028

phone 323 463 6767

www.onlyinhollywood.org

As is required in our Agreement with the City of Los Angeles, I am submitting our Second Quarter Report to summarize key activities of the Hollywood Entertainment District.

I. Operational Issues

- Staff met with a candidate for the financial services vendor contract, Gurseyn Schneider, on April 28 and recommended proceeding with retaining the services of this firm to the Finance Committee. At the May meeting, the board approved moving forward with retaining their services for a first year cost of \$68,400 (which includes \$8,400 in anticipated start-up costs).

- As a result of the first President's coffee, a new system was created to track priorities and issues that are being tackled by the staff and committees. A "dashboard" approach to this was presented to the board in May and they asked for this type of update quarterly

- The staff moved the headquarters office from the fourth floor to the sixth floor in April. Staff continues to look for new office space and the lease in the current office comes due July 31, 2015. During this quarter, an exhaustive search was done of many potential sites for the staff office.

- Galo Medina was elected in May to fill the seat vacated by Drew Planting and that term will expire in November of this year.

- After four years on non-payment, and with the help of the City Clerk's office and the office of Senator Kevin DeLeon, the state Judicial Council indicated that they would be paying back assessments owed on the Hollywood Boulevard courthouse property.

- Fabio Vasco of GTL,LLP presented the 2014 Financial Review to the board for their approval at the May meeting.

II. Security

- The board approved the purchase of a public safety camera for installation at the corner of Las Palmas and Hollywood Boulevard at their April board meeting. The camera will be donated to the LAPD.
- Also at the April board meeting, the board authorized allocating a portion of the security budget to allow for the hiring of a dispatcher in the BID security office. The cost of the dispatcher (\$38,000) will be shared between the HED budget (\$25,000) and the Sunset budget (\$13,000).
- Public hearings were held during this quarter to seek input on a proposal to create a citywide sidewalk vending ordinance. Staff and board representatives attended all four hearings to express lack of support for a city wide sidewalk vending ordinance.
- During this quarter, a website was created, www.hollywoodsafesidewalks.com, to encourage people to not give money to panhandlers, and to educate visitors that the street characters and CD vendors are not authorized by the city or the adjacent properties, and tips are voluntary. Information cards are also being created to distribute.
- On April 17, Kerry Morrison participated in a meeting with State Senator Carol Liu and several other BIDs from LA area. The purpose was to describe in a face to face meeting why BIDs are opposed to her legislation, SB 608, the Right to Rest Act.
- Statistics for second quarter are as follows:

Category	Q2	Year to Date
Arrests	112	226
Radio Calls	946	1,731
Business Contacts	5,907	11,219
Citizen Contacts	3,908	7,172
LAPD Assistance	29	82
Homeless Referrals	393	708

III. Streetscape and Planning

- The Streetscape Committee conducted a walk-through of the entire Hollywood Entertainment District on April 21, to conduct a visual inventory of conditions throughout the District in need of attention.

- At the May board meeting, the staff presented a complete punch list of several hundred items that needed to be addressed. These items were divided into the following categories:
 - Immediate – easy fixes which could be done under the Maintenance Contract
 - Long Term – items such as sidewalk/curb repair, refurbished light poles, etc.
 - Special Projects such as standardized tree wells, public art, etc.
- Staff advised the board at the May meeting about funding that is available to complete several projects associated with the Hollywood Crossroads streetscape and pedestrian amenity plan. According to the city, approximately \$2.4M is available to fund important improvements along Vine Street (from Sunset to Fountain); Highland (from Franklin to Sunset) and Hollywood Boulevard (from Sycamore to Serrano).
- Over this quarter, the committee met with Do Art Foundation to learn about opportunities to collaborate around the creation of public art in the two BIDs.
- Staff did a walk through of portions of the BID with a representative of Bureau of Street Lighting in May, to ascertain opportunities to seek an upgrade for some of the older fixtures in the District. An intern will be hired to map out all places where lights are in need of repair, and that list will be presented to BSL.
- Staff applied for a \$5,000 grant from DWP for the purpose of filling tree wells that are trip hazards and below grade with decomposed granite.
- Because Hollywood Blvd. is declared a Great Street, some additional attention is being applied to maintenance. On June 4th, staff walked the Boulevard with various city departments and representatives from the Mayor's office to identify quick-fix maintenance issues with existing city resources. BID provided city with the maintenance punch-list created by the Streetscape Committee in advance of the walk. Very quickly much of the work was underway, including replacing street signs, repainting/repairing curbs, removing sign posts, etc.
- The HED applied for a Great Streets Challenge grant. The city will award ten (10) grants up to \$20,000. The grant aims to support projects that create active and vibrant public spaces. The application envisioned partnering with Do Art Foundation. The board authorized \$20,000 in matching funds if the \$20,000 grant was awarded.
- Staff is monitoring developments at the city relative to sidewalk repairs and how property owners might be involved.

IV. Marketing and Communications

- Several meetings were held during this quarter to plan for the Only in Hollywood Music + Arts Festival, scheduled for November 5 – 8 here in Hollywood.
- The Hollywood Entertainment District was well represented at an event organized by BISNOW called “The Future of Hollywood,” held at the W Hotel on April 29, 2015. Kerry Morrison was a keynote speaker, and over 300 people attended. The HED was a co-sponsor, along with the Sunset & Vine BID.
- The board approved a continuation of the retainer agreement with the PR and communications firm, Haines & Co at their April board meeting.

V. Other

- Joe Mariani has been attending various meetings and focus groups organized by Youth Policy Institute around planning for the Promise Zone and Choice Neighborhood.
- Staff attended the California Downtown Association conference March 9 – 11 in Santa Monica. Kerry Morrison presented a “master talk” and also moderated a panel on homelessness.
- Staff participated in a planning retreat for Hollywood 4WRD held on April 13.
- On June 24, Morrison participated in a panel at the annual Chamber Economic Development Summit.

Hollywood Property Owners Alliance

Annual Limits & Year-To-Date Totals Quarter Ending June 30, 2015

BUDGET LINE ITEM	ANNUAL BUDGET	REVENUE TO DATE	AMOUNT THIS QTR	AMOUNT YEAR-TO-DATE	PROJECTED SPENDING FOR REMAINDER OF THE YEAR	EXPLANATION OF VARIANCE
Assessment Income	3,563,944	1,721,194				
City Fees	35,639		-	35,870	-	
Contingency	189,309		2,085	6,256	183,053	
Administration	237,206		36,422	74,247	162,959	
Security	1,633,020		398,904	752,509	880,511	Quarterly report is on the cash basis. Additional expenses will be accrued at year end.
Maintenance	1,137,000		265,297	529,108	607,892	Quarterly report is on the cash basis. Additional expenses will be accrued at year end.
Personnel	407,511		85,003	165,700	241,811	
ED&C/Marketing	118,639		29,572	51,484	67,155	
TOTAL	3,758,324	1,721,194	817,284	1,615,175	2,143,380	

Other income (not included above):

DWP Grant	
Prior year(s) assessment income received	162,984.47
Assessment penalties	4,654.82
Interest-LA City	4,625.49
Interest-other	166.30
Total other income as of June 30, 2015	<u>172,431.08</u>